



Spring 2018

From the License Division Desk

Ah, spring! As the days get warmer, you might be thinking about planning your next block party, street festival, sidewalk sale, or other special event. Before you send out the invitations, make sure you familiarize yourself with the rules and regulations related to these warm-weather events.

If you already hold licenses for alcohol, food, or public entertainment and would like to temporarily change your hours, types of entertainment, capacity, or extend the area of the premises licensed, you can apply for a single [Temporary Change of Plan Permit](#).

If you wish to provide food or entertainment at your event and do not already hold a license, you may need to apply for [Temporary Food](#) and [Temporary Public Entertainment Premises](#) licenses. Any additional vendors at your event will need their own [Temporary Food](#) or [Food Peddler](#) licenses, as well. Also keep in mind the following:

- If your event could cause noise issues with neighbors, consider obtaining a [Noise Variance](#) from the Department of Neighborhood Services.
- Authorization from [Milwaukee County](#) is required for any events held on their property, including county parks.
- If your event will be held in the public right-of-way, you will need a [Special Event Permit](#) from the Department of Public Works.

You can visit Milwaukee.gov/StartSmart to find out exactly the kind of license you may need. We also have a number of instructional videos on the topic of temporary licensure, which you can find at Milwaukee.gov/ClerkNotes.

Jessica Ceella
License Division Manager

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Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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Need to Know

Have you ever wished you had a simplified guide to navigating the City's licensing process? In our new recurring series, we highlight 5 quick tips from various City and State departments to help your business succeed.

Five Quick Tips From: The Health Department

1. Review & Inspection Required

All food establishments must be inspected prior to operation. Only the Health Department can determine whether a facility meets current standards. Don't rely on information from others! If you have questions, call 414-286-8327.

2. Keep Your License Current

Operators of food establishments are responsible for making sure their license is current and posted in their establishment. If your license lapses, you will be issued an order to suspend your operation until the license is up-to-date.

3. Expect to be Inspected

Routine inspection is required of all food establishments. The Health Department will periodically inspect establishments for food safety to protect the public health and minimize your liability. Safe businesses instill customer satisfaction.

4. Be Proactive

When a complaint is filed with the Health Department relating to food safety, an inspector will be assigned to investigate. Work closely with your inspector to resolve safety concerns as soon as possible to save time and money.

5. Know Your Risk Factors

Knowing and controlling risk factors for foodborne illness can help improve food safety and improve your bottom line. For additional information, visit Milwaukee.gov/FoodSafety.

Briefs

New and important information you need to know.

Legislative Files

- **[File #171098](#)**: Reorders and revises food license regulations for the purposes of correcting errors, clarifying and standardizing language, and eliminating obsolete provisions.
- **[File #171153](#)**: Revises and updates various code provisions relating to public passenger vehicles. Eliminates the licensing requirement for newspaper vending boxes.
- **[File #171393](#)**: Establishes increased security measures for downtown parking lots and garages.
- **[File #171671](#)**: Revises various code provisions relating to parking lots or places. Reduces the license term from 2 years to one year, and requires that each license application be reviewed by the police department to evaluate the suitability of security measures implemented..
- **[File #171680](#)**: Authorizes the commissioner of the Health Department to design a placard displaying the food grade resulting from an inspection of a food establishment.



Soundbites

A Conversation With: Jim Cooney

We've made some big changes in the License Division! We recently sat down with Jim Cooney, one of our Lead License Specialists, to discuss.

Editor: We've been trying to streamline licensing over the past year, and front-line staff have been an integral part of these efforts. Tell us a little about how our License Specialists are working to improve the licensing process.

Jim: *We recently implemented a new team system that exposes newer license specialists to more license types under the guidance of a team leader. The teams accelerate the training process, and because more specialists are able to assist customers, wait time is reduced.*

Editor: Do you have an example of how this improves customer service?

Jim: *In the past, if a customer came in to apply for a Public Passenger Vehicle Driver's license, for instance, that customer would be assigned to newer staff because it doesn't require much specialized training. If that same customer had questions about a limo permit, they may have had to wait for another specialist to help. Now, the same specialist can handle both.*

Editor: I assume this benefits the City, as well?

Jim: *Definitely. Scheduling is easier and our efficiency has increased. Along those same lines, readers may remember a few issues ago we talked about the benefits of aligning licenses so they all expire on the same day. This allows us to send a simplified combination renewal application.*

Editor: A win-win!

Jim: *Yes, and we are still looking for ways to improve. For instance, if different licenses for one business are held by different agents, we have to send separate applications addressed to each agent, and if the applications are scheduled to appear before the Licenses Committee, each agent would need to appear. It makes more sense to have one person as the agent for all licenses for a business. I think we could do a better job of communicating these small but important distinctions. It reduces paperwork for both us and the applicant, and it streamlines the Committee approval process.*

Editor: Any other advice you'd like to share?

Jim: *This advice may sound familiar, but it bears repeating. Think about your business plan and be ready to articulate it. Try to envision challenges and how you will overcome them. When applying for a license, you may encounter questions that you don't know how to answer or haven't thought of. In my experience, the applicant who spends the most time developing and articulating their business plan rarely finds themselves in these situations.*

Editor: Finally, a little fun: Give us three words that best describe you.

Jim: *Adventurer, Tinkerer, Student*

Licensing Notes

Upcoming License Committee Meetings:

- April 24
- May 15
- June 5
- June 26
- July 17

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Upcoming Events

Pivot Program:

- **Monday, Jul. 30**
9 a.m. to 11 a.m.
Ignace Indian Health Center
930 W. Historic Mitchell Street
- **Monday, Oct. 15**
10 a.m. to noon
East Library Community Room
6431 N. 76th Street

NIDC Contractor Informational

- **Thursday, May 10**
4 p.m. to 5:30 p.m.
Washington Park Library
Finney Community Room
2121 N. Sherman Blvd.



Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. Jim Bohl (Vice Chair)
- Ald. Nik Kovac
- Ald. Cavalier Johnson
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Recent Disciplinary Actions

License suspensions and revocations

- **La Cama Club:** 1339 S. 7th St. [File #171250](#): 15-day suspension (Class B Tavern & Public Entertainment Premises Licenses)
- **Talk of the Town:** 2302 W. State St. [File #171403](#): 20-day suspension (Class B Tavern & Public Entertainment Premises Licenses)
- **Park Place Sports Bar:** 2079 S. 8th St. [File #171403](#): Non-renewal (Class B Tavern & Public Entertainment Premises Licenses)
- **Tatou:** 3945 N. 35th St. [File #171487](#): Non-renewal (Class B Tavern & Public Entertainment Premises Licenses)
- **General Towing:** 2003 S. Kinnickinnic Ave. [File #171487](#): 30-day suspension (Recycling, Salvaging, or Towing License)
- **District IV:** 628 N. Water St. [File #171487](#): 10-day suspension (Class B Tavern, Public Entertainment Premises and Food Dealer Licenses)
- **Miramar Theater:** 2844 N. Oakland Ave. [File #171487](#): Non-renewal (Class B Tavern, Center for Visual/Performing Arts, and PEP Licenses)
- **Connie's Nite Life Lounge:** 4001 N. North Ave. [File #171605](#): 20-day suspension (Food Dealer License) and 90-day suspension (Public Entertainment Premises License)

Dear Andy

Letters to the License Division desk.



Q Dear Andy,

I would like to make a few extra dollars this summer doing yard work. Do I need a license?

Sincerely,

Weed 'em and Reap

Dear Weed 'em and Reap,

A In short, it depends. If you will *only* be performing activities such as mowing and trimming lawns, you do not need a license from

our office. However, if you will be doing more complicated landscaping work - such as installing fences, retaining walls, or similar infrastructure - you must apply for a [Home Improvement Contractor's License](#).

Note that some landscaping work may require the property owner to obtain a [building permit](#). You should also keep in mind that, if a property is designated "historic," landscaping work cannot be performed unless the owner of the property obtains a [Certificate of Appropriateness](#) from the Historic Preservation Commission.

Finally, if you will be applying pesticides or mixing fertilizer ingredients - even if the products are purchased over-the-counter at a garden center and even if they are "natural" products - you will need a license from the [Wisconsin Department of Agriculture, Trade and Consumer Protection](#).

I don't think there is any mower you need to know. Good Luck!

Andy